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The University of Montana

NEWS RELEASE

University Communications
Missoula, MT 59812
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Oct. 29, 1993

UM LAUNCHES \$40 MILLION FUND-RAISING CAMPAIGN

The University of Montana Foundation today launched the largest higher education fund-raising effort ever undertaken in Montana, a volunteer-driven campaign to bring in \$40 million over the next four years.

Volunteers have high hopes of reaching or surpassing that ambitious goal, national campaign chair Phyllis Peterson Washington said, noting that donors have already contributed more than half of the goal total.

The UM Foundation has already raised \$20,071,925, including five million-dollar donations, Washington announced.

University President George Dennison said the need for the capital campaign is expressed in its title, "Ensuring a Tradition of Excellence."

"We have very fine students at The University of Montana and must assist them in their intellectual development by providing an atmosphere conducive to learning," Dennison said. "We strive for the highest quality in instruction and professors at this University. Such quality is possible only through an infusion of private gifts through this campaign."

Priorities for the campaign were selected from an initial list of needs, totaling more than \$130 million, suggested by the University's deans and department heads, Dennison said. That initial list was then cut to about \$70 million in needs selected for their appropriateness to the University's mission of teaching, research and creative activity, and public service. The campaign

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was pared to its final \$40 million in priorities following a feasibility study to determine which projects were most likely to draw donor support.

Priorities fall into four broad categories: endowments for faculty positions and scholarships; program enhancements for innovative learning environments; building construction, renovation and equipment; and immediate needs.

The campaign's early successes include million-dollar donations from Ian and Nancy Davidson of Great Falls; William and Rosemary Gallagher of Missoula; Wilbur and Ann Moser McKinney of San Diego; Carroll and Nancy O'Connor of Los Angeles; and Phyllis and Dennis Washington of Missoula.

Washington, a Missoula interior designer and owner of P.J's Interiors, rallied volunteers and contributors to participate in the capital campaign, calling them "responsible stewards who will help UM fulfill its commitment to excellence."

Washington, a 1964 UM graduate, said her commitment to the University began in her student days: "The quality of instruction I experienced then must be preserved and enhanced for UM students in the next 100 years and beyond."

The capital campaign is powered by volunteers, including an executive board that devised campaign strategies. Board members also help identify, cultivate and solicit gifts from individuals, corporations and foundations.

UM Foundation Executive Director Larry Morlan said most successful capital campaigns are volunteer driven. "When solicited by their peers, donors are more generous than when a staff person asks for support," Morlan said.

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The campaign's vice chair is Jack Burke of Butte, retired vice chairman of Montana Power Co. Other executive board members include: Donald J. Byrnes, Tampa, Fla., chairman and chief executive officer of Spalding and Evenflo Cos. Inc.; Nancy A. Preston Davidson, Great Falls community volunteer; Dennison; Earl E. Morgenroth, Reno, Nev., owner of Western Investments; Morlan; Nancy Fields O'Connor, Los Angeles, vice president of UGO Productions; Terry Payne, Missoula, president of Terry Payne & Co. insurance agency; Warren F. Vaughan, Billings, vice president of Montana/Wyoming Oil Co.; and Nelson Sanford Weller, Piedmont, Calif., Wellco Management chartered financial analyst.

Ex officio board members are UM Foundation President Thomas H. Boone, an attorney and partner in Boone, Karlberg & Haddon of Missoula; and Harold B. Gilkey, foundation vice president and chairman and chief executive officer of Sterling Savings Association in Spokane, Wash.

Serving as honorary co-chairs of the capital campaign are Robert Pantzer, UM's president from 1966 to 1974, and Nels A. Turnquist, president of the UM Foundation in 1985-86, during the University's first capital campaign.

A 40-member steering committee helps implement campaign policy and strategy, and advisory committees are forming to help cultivate donors for individual areas of the campaign.

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Contact: UM Foundation, 243-2593.

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